

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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AMBITION

Ambition is that indefinable force which drives a person to set what appears to be an unattainable goal in life, and then bend every effort towards its ultimate attainment. It is sparked by a deep inner desire for accomplishment, and accelerated by a burning enthusiasm for the job at hand and a consuming love of the business one is in. It finds its reward in the realization of a dream and the recognition which inevitably follows.

The man with an honest ambition always tries to deliver just a little bit more than he is paid for. He doesn't keep one eye constantly on the clock, and he doesn't dive for the exit the moment the closing gong sounds. He subscribes to the philosophy that a job worth doing at all is worth doing well ... and he does it willingly, cheerfully and to the utmost of his talents limited only by his own admitted capabilities.

An ambitious man is not an easily frightened man. He never allows a sense of discouragement to creep in. When times are good and everything is coming his way ... he works hard, to assure the continuation of that condition. When things roughen up a little, as they sometimes do, and the going gets a bit tougher ... he works twice as hard ... He conditions himself and everybody around him to regard it as a temporary phase in the economic cycle ... He continues to spread cheer and enthusiasm and a faith in the future ... his future ... and one in which he has a pretty sizeable investment. He feels secure in the knowledge that others are just as interested in his investment as he is ... and that his future and theirs are one and the same.

The ambitious man is a man with specific convictions, and the courage to stand by those convictions. His honesty and integrity raise him head and shoulders above the crowd. He is a credit to his family, his community and his Company. He is destined to join the ranks of the leaders. That is the recognition he has been working and waiting for.

... The man I have selected as the subject of this piece is YOU ... a Famous Players manager. Do you recognize him?

FAMOUS PLAYERS CANADIAN CORPORATION



D. E. K.
1200 ROYAL BANK BLDG., TORONTO

LET'S TALK ABOUT WINNERS

It's always nice to be acclaimed a winner. There's a great deal of satisfaction in meeting a challenge and besting it. It's nice to walk off with the prizes. More important by far is the inner sense of satisfaction at having made an honest try ... at having exerted that final, all-important effort ... at having accomplished just a little more than had been expected of one.

In this issue you will find a list of twenty-four Famous Players men and women who have been acclaimed by our panel of judges headed by Rube Bolstad as outstanding showmen dedicated to the cause of better showmanship in Canada. Each has been rewarded in direct ratio to the effort expended. Each, by some strange coincidence is a consistent contributor to these pages. Each is contributing mightily ... every day ... to our proud boast that F.P. showmen are among the best in the whole world.

I'm sorta tickled too ... I selected these twenty-four from among a hundred or more entries submitted during the past few weeks, and presented them to the judges for further trimming. They were so impressed by the quality of the campaigns that there was no trimming ... EVERY ONE was adjudged a winner. That adds up to 100% ... and that's mighty good.

True ... many who had sent in entries didn't quite make it ... but, there will be many more judgments, and as has been proven in the past, consistency must in the end pay off. You've got to keep trying ... without a let-up ... all the time.

In my opinion the prize money isn't the important thing, although mind you, I know it comes in mighty handy. What is important is the fact that the winners, especially the consistent winners can't help but make a lasting impression on the judges and on their executives. Their names become synonymous with good showmanship and good management. They are the ones who invariably get the call when a promotion is in the offing. They are considered the backbone of our business ... and our Company.

One question is always sure to be asked every time the judging panel meets ... "How come that practically the same names head the lists every time we have a contest?" The answer must be obvious ... and YOU know it as well as I do. Isn't it just about time YOU decided to do something about it? You can, you know.

It's certainly nice to be a winner, and perhaps receive an unexpected cheque in the mail ... but you'll never make it, fella ... unless you try ... again and again and again. We don't play favourites ... Judging is strictly on the basis of individual merit ... YOUR merit. We can't tell if you don't tell us.

BALLYHOO is for YOU. Make good use of it. We'll report everything worth while reporting ... providing that you keep us advised. Roll up your sleeves guys ... start swingin' ... and one of these days you'll connect with that old ball, but good.

And now ... turn the page and cheer the winners.

OUR PRIZE WINNERS

My sincere congratulations to the twenty-two men and two women whose entries have been adjudged worthy of reward by our panel of judges. Nice going gang, and keep slugging. Your cheques in the following amounts are on their way to you. Let's hear from you again ... and often. Another sitting of the judges is scheduled for about three weeks hence. Hope I'll be seein' you.

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- \$50.00 - To Lloyd Palmer of the Colonial in Port Arthur for an outstanding job of organization in the promotion of his famous Western Jamboree.
- \$50.00 - For Charlie Doctor of the Capitol in Vancouver for two grand jobs of showmanizing ... CAROUSEL and WEE GEORDIE.
- \$25.00 - On its way to Al Hartshorn of the Regent in Oshawa for the terrific wind-up to his Teeners' Advisory Council. The kids can't wait for school to re-open so they can get going again.
- \$25.00 - Headed for Ivan Ackery of the Orpheum in Vancouver for a fine example of concentrated selling on COCKLESHELL HEROES.
- \$25.00 - To Len Bishop of Sheas in Toronto for good planning and follow-thru in the job he did on MAN IN GREY FLANNEL SUIT.
- \$25.00 - Goes to Ralph Mitcheltree of the Capitol in Calgary for the novelty angle he used to sell BIRDS & BEES to excellent results.
- \$25.00 - Has probably already been spent by John Heggie of our head office booking staff. John suggested adding "WEE" to "GEORDIE" to make WEE GEORDIE one of our top summer attractions.
- \$20.00 - For Bert Wiber of the Capitol in Edmonton for excellent selling on LITTLEST OUTLAW and FORBIDDEN PLANET.
- \$20.00 - To Paul Turnbull of the Downtown in Hamilton for the terrific job he did in publicizing the personal appearance of Cleo Moore in connection with his playing of OVEREXPOSED, (and was she ever ...)
- \$20.00 - For Len Turoldo of the Capitol in Brandon for a great tie-up with his local U.C.T. in the promotion of a marble derby.

- \$20.00 - Goes to Freeman Skinner of the Paramount in Halifax for the novel manner in which he sold the short CANADIAN LANCERS.
- \$15.00 - To Les Mitchell of the Capitol in Welland for the excellence and consistency of his selling activities on EVERYTHING.
- \$15.00 - For Bill Novak of the Capitol in Winnipeg for his coverage of CinemaScope 55 and the selling job he did on CAROUSEL.
- \$15.00 - To Murray Summerville, house manager of the Capitol in London for his fast thinking in cashing in on the local appearance of the midgets who appear in COURT JESTER at the time he was playing the picture.
- \$15.00 - On its way to Vern Hudson of the Capitol in St. Kitts for excellent newspaper co-operation on MAN IN GREY FLANNEL SUIT.
- \$15.00 - To Hilary Howes of the Capitol in Halifax for his promotion of the sale of books of tickets - to the local radio station.
- \$15.00 - Goes to George Davie of the Palace in Toronto for his consistent pushing of books of tickets. George sells loads of them to the local Bell Telephone office.
- \$15.00 - On its way to Will Harper at the Paramount in Kelowna for the cute auction gag he used in the promotion of the sale of books of tickets.
- \$15.00 - To Bill Burke of the Capitol in Brantford, for a wonderful selling job on MAN IN GREY FLANNEL SUIT.
- \$10.00 - For Olga Frenette of the Orpheum in the Soo for a swell job of selling ROSE TATTOO.
- \$10.00 - To Pearl Treleaven of the Strand in Brandon for excellent coverage on PICNIC.
- \$10.00 - Goes to Joe Lefave of the Capitol in Windsor for the fine job he did on FLANNEL SUIT.
- \$10.00 - To Bob Harvey of the Capitol in North Bay for his very fine I'LL CRY TOMORROW campaign.
- \$10.00 - For Jack Mahon of the Orpheum in Prince Albert for his Monaco stamp gimmick when he played TO CATCH A THIEF.

Well, that's it for now ... but remember ... the judges will be sitting again soon. Get your entries in every week. The more you send in, the better chance you'll have. Nice going folks.

WHY JOHN WON

One morning our screening committee looked at a little picture called GEORDIE. It was a pleasant little picture, and at the usual post-screening conference Doug Rosen, G.M. of I.F.D. became quite voluble regarding its boxoffice potential. Then John Heggie spoke up. "Look guys" said John ... "It's a swell story with a Scottish background, but nobody would guess it from its title. GEORDIE doesn't suggest a thing. It could be English, Irish or just about anything. But take "WEE" GEORDIE now, and every Scot in the country will know that you're talking about his kin."

So WEE GEORDIE it became ... and you know its history. It's one of the top grossers of the season, and nobody denies that the change in title was responsible for much of its success.

John didn't expect any prizes for his suggestion. The guy was only doing his job ... and doing it well, as is usual with that guy Heggie. The prize committee at its sitting felt that his clear thinking ought to be rewarded. So he wound up among the winners, with two bits marked against his name. I feel that the lads over at I.F.D. should at least match this amount.

That's the kind of a business we are in fellows ... A good thought, a novel twist now and again can make all the difference between just another length of film, and a boxoffice hit. Nice going John. Glad you won.

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LIVE ATTRACTIONS

It appears that the public wants something just a little different in the way of entertainment. They still buy the big attractions, but the smaller and average ones seem to meet with a sort of passive resistance. In some of our situations, notably Ack's house in Vancouver and Lloyd Palmer's emporium in the Lakehead, the lads were able to really build up their business on one night a week. Ack has his PERSONALITY PARADE and Lloyd is doing a terrific job with his WESTERN JAMBOREE.

In recent weeks a comedy-horror stage unit ... DR. SILKINI'S ASYLUM OF HORRORS has been touring our houses in Ontario. Some of you had played it in the past. It's full of hokum and the customers love it. This year, for some reason or other, it's doing turn-away business. Apparently this is what our "lost" audience wants.

I'll bet you have a good Hill-billy band in your town ... or a good Western aggregation ... or maybe you can make a deal for some of the talent on your radio or T.V. station one night a week. Have you thought about it? More important ... Have you TRIED it?

This is Showbusiness fellows ... so how about injecting a little SHOWMANSHIP into our business? A little good thinking can save you the effort of dreaming up a lot of excuses later... How about it, huh?

WHAT'S THE USE?

The other day ... it was in the upper 80's outside ... I visited a theatre and found the staff members sweltering in winter-weight uniforms. Sure the theatre was air-conditioned, but it was just a little muggy, and very uncomfortable in heavy clothing. The manager cheerfully informed me that he was still waiting for his summer uniforms to be returned by the cleaners. Anything wrong in that? Well, I see two things.

First, ... seems that many many weeks ago I warned in these pages about just this situation, and asked that you get your summer uniforms ready for a sudden hot spell. Secondly ... it shouldn't need a reminder from me, as the good housekeeper gets his uniforms cleaned at the end of the season, and then has them ready when the weather warrants it. Ho hum.

I don't know how many times I've written about the importance of regular inspections of your front, to make sure that your marquee, sign and display cases are properly lamped. Well ... I've just glanced over half a dozen investigators' reports ... from all over the country ... and in every one I notice a common comment ... "Dead bulbs in evidence in the marquee and upright sign."

So ... what now? Seems that many of you are quite happy with messy looking fronts and all the writing in the world just won't correct that situation. Wonder if your wife would put up with that kind of sloppiness in your home ... huh?

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BOOKS OF F.P. THEATRE TICKETS

During the Christmas season we sell thousands upon thousands of dollars' worth of books of tickets ... and hand out quite a fair chunk of commission to the vendors. A few weeks ago we extended this commission deal, and now your staff members get paid off for every book they sell at any time of the year. Seems to me that's a whale of an incentive ... but, there's been a slip somewhere along the line. The results have been most disappointing.

Could it be that you just haven't taken the trouble to call a meeting of the staff and give them a little pep talk? ... Or maybe you yourself aren't quite sold on the idea, and naturally your staff couldn't be expected to show too much enthusiasm.

During the Christmas season the kids walk around town ... knocking on doors ... Call on every business man in the city ... walk into every place of business from one end of town to the other ... and as a consequence, unload hundred of books and wind up with some pretty fair spending money.

Why can't they do the same now? Let them concentrate on books of kids' tickets ... and they have a natural angle ... Keep the small fry off the streets. It will serve another important purpose ... remind the folks that we're still in business, and have some terrific pictures coming that they're sure to like.

The book ticket deal is important, guys ... Let's roll up our sleeves and go to work on it, eh?

EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES

Just one year ago the lads over on MOTION PICTURE EXHIBITOR instituted something new and certainly novel in the way of a practical reward for outstanding showmanship. They budgeted for a hundred bucks a week to go to the showman whose selling activities were adjudged best by an independent panel of judges. In addition they convinced several producers to add to this pot through special cash prizes on certain specific attractions.

To date, showmen in the U.S. and Canada have benefited to the tune of several thous ands of dollars in prize money. More important, EXHIBITOR has turned the spotlight on the kind of showmanship we keep talking about, but so many do so little towards its encouragement.

M.P. EXHIBITOR is to be congratulated on this forward step in the battle for bigger and better showmanship. The very least we can do is to keep flooding them with material; to prove that we do appreciate what they are trying to do for us ... and for the industry.

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CONGRATULATIONS AL

The most recent of our men to knock off the hundred bucks offered by M.P. EXHIBITOR is Al Hartshorn of the Regent in Oshawa. Several months ago Al submitted a story on his Teeners' Advisory Council, which in my opinion is one of the finest pieces of P.R. any theatre can engage in. I was beginning to think that Al's entry must have been lost in the shuffle, when Lo and Behold ... in the June 27th issue of EXHIBITOR, Al tops the lists with his Teeners' deal being the winning entry.

It wasn't easy organizing this Teeners' Advisory Council; but then, nothing worth-while ever is. Al really sweated it out, and now he has 'em crying for more and more meetings. The interesting thing is that the mothers of the girls are now solidly behind Al, and have offered to pitch in and do anything they can to assure the future success of this undertaking. Nice going Al, and congratulations again on a well deserved win.

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SO HOW ABOUT YOUR STUDENT CARDS?

Sure school's out ... it's vacation time ... BUT, September will be here before you know it, and then it will be too late to start thinking about a proper student identification card. The time to get going on this deal is RIGHT NOW.

I know that most of our theatres do use a card of sorts, in a disinterested sort of a way. Wake up guys ... you're passing up a terrific potential by not going after your school-age teeners. The best identification card I have seen to date is the one used in Oshawa. It's a photographic reproduction with photo of the student inset. Al made a deal with a photographer to come in on a couple of Saturdays to do the job. You can do the same ... if you're interested. If you are ... I have a few samples.

FLASH ... STOP THE PRESS.

Just as I was getting ready to put this issue to bed, along came this week's copy of EXHIBITOR... and naturally I immediately turned to the Showmanship Sweepstakes department ... and you know what? Another one of our Canucks ... natch, an F.P. Canuck, name of James Cameron heads the lists with his terrific Teeners' Advisory Board's fashion project, which was reported in these pages some time back.

Quite a coincidence, ain't it? In two successive issues of EXHIBITOR, two of our Ballyhooers knock off first prize ... both for their Teeners activities. The judges must feel that this is really important ... and they're right.

Congratulations Jimmy on a splendid job of organization and what is just as important, your follow-thru. Of course you don't need the hundred bucks ... (oh yeah) ... but it's nice to be recognized. Keep it up fella, and keep punchin'.

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HERE'S A GOOD GAG

Len Bishop sends this along, and it's good. Len held an advance screening of MAN WHO KNEW TOO MUCH, and really added a new and certainly novel touch to the proceedings.

He borrowed four cardiac machines from the J.F. Hartz Company, and promoted the services of a doctor friend of his to operate them ... in the screening room. The victims ... er, subjects were a newspaper man, a radio commentator, World champion wrestler Whipper Billy Watson, and a husky steeplejack.

The results were most interesting ... and the coverage ditto. Here is a simple stunt which you too can use the next time you have a suspense feature you want to really plug.

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SELLING BOOKS OF F.P. TICKETS

I have a note from Lance Webber of the Capitol in Penticton, and he tells me that he went Will Harper of Kelowna one better ... A short while ago the local Lion's Club organized a giant Bingo to be held in the local arena, with a car as the first prize.

Lance went to work on some friends of his who happened to be members of the prize committee and suggested that since there would be several games, it might be nice to have a number of consolation prizes ... and what more suitable than books of Famous Players tickets?

They went for the deal and bought seventy-five bucks worth of books. Just goes to show that if you use that old noodle of yours there are opportunities aplenty for the sale of this very important product of ours. So ... let's hear from you ... What have you done lately to push the sale of our books, huh?

CALLING ALL KIDS !

How long is it since you used that heading on an ad? How long is it since you really, HONESTLY made a bid for the small fry who are aimlessly roaming the streets of your town this month and next ... Don't you think it's about time you did something about it?

I swiped this suggestion from Hal Barnes' very informative house organ which he publishes regularly for the Central States Theatres ... It's good, and it's practical ... and there's no reason why you can't copy it.

One of the Central States' managers booked in a special kids' program and sold it as THE BATTLE OF THE COWBOYS. He bought a Gene Autry feature, a Roy Rogers feature, a Little Rascals comedy and three colour cartoons. He sold this program in advance in his lobby, on his front and on his screen. He slanted his newspaper ads at the kids. He sold out his house ... not for one day, but TWO.

So ... what's so tough about it? I'm sure that your bookers will be only too happy to fill in a couple of days for you ... BUT, don't just book it and let it go at that. If you don't sell it properly you might as well not even try. There's plenty of dough to be picked up during the school-vacation months if you do a little honest thinking; and back it up with some real Showmanship. How about it guys ... gonna take a whirl at it?

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HOW'S ABOUT A BEAUTY CONTEST?

Got any shapely young misses in your town ? I'll bet you have, and I bet they'd be thrilled to don their new bathing suits and make a stage appearance in your theatre. It shouldn't be too difficult to promote a few good prizes ... cut your merchants in on the deal, and let them sponsor the contest if they wish ... Arouse a little civic pride in your town ... Invite the mayor and a few other dignitaries to be the judges ... Compete with near-by communities.

This is a natural for this time of year. What are you waiting for fella? There are no press-books and no patterns. This is one time you'll have to do the planning and follow-thru. Just one more way to make a buck ... IF YOU'RE INTERESTED.

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YOUR CONFECTION BAR

Does your confection bar look cool and inviting ... with the accent on cold drinks, ice-cream and the many warm-weather confection items you carry in stock? Does your confection attendant look cool and comfortable in a nice, clean, attractive uniform? Does the whole atmosphere of your confection bar MAKE customers want to come on over and make a purchase?

If you can't give an honest 'yes' to the above, then you're sure passing up a whole lot of potential sales. Take a good look around ... right now, huh? And, look your bar over every morning. You'll be surprised at the number of improvements you can make ... improvements that will add substantially to your 'take'.

DRUM BEATS FROM COAST TO COAST

...
Guess this must be an 'off' week ... as the drum beats seem to be slightly muffled, and a little bit strained. Brother ... what a difference between the material I have on hand, and the stuff that won prizes for the guys and gals listed on another page of this issue.

...
Sure it's summer ... I know. But this Showbusiness of ours isn't a part-time job, guys. Gotta work at it all year 'round. I've just taken a quick glance at your booking sheets and you know what? I see as fine an array of product as you've ever played during the summer season ... and in many instances, a whole lot better.

It's hot out, and muggy ... but it's nice and cool in that old office of yours, where you do ... or should do ... the planning. It's not harder to lay out a campaign in the summer than it is in the Fall or Winter months ... so what's going on?

Come on gang ... let's get together on this, and start really banging away. Of course maybe you're doing a whale of a job in your particular situation ... but simply don't think it important enough to let us know about it. Well, I can only repeat that we're not mind readers here, and unless you tell us we have no way of knowing.

...
I just love calling meetings of our prize committee ... but there's not much point to it unless I have something tangible to present to them. The last batch of entries was, by general admission, one of the finest the committee had ever had the pleasure of reviewing. Let's make a real effort to not only equal it ... but TOP IT. It can be done you know.

Well ... let's take a quick look-see at the material Janet had prepared to me from your submissions during the past couple of weeks. If it's a little skimpy ... don't blame me. I can only report what you do ... not what we at this end think that you ought to do. Comprenez-vous?

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ORPHEUM - PRINCE ALBERT

...
I can always count on a note or two a week from Jack Mahon ... and must say the guy is certainly consistent in his selling efforts. This time he sends me a report of his Pepsi bottle-cap show, and it's a lulu.

Jack began his promotion three weeks in advance, by placarding every public drinking fountain in the city. His two weekly radio programs carried the news, and he didn't neglect his screen, lobby or fronts. Everybody in town knew about the Pepsi deal for the small fry. The theatre put up two wrist watches, and the Pepsi distributor kicked in with a couple of giant dolls and twenty-six cartons of Pepsi. To sum it up ... 1600 kids turned up for the 'do' and Jack reaped a handsome profit. The screen show consisted of an old Roy Rogers western, and proved so successful that Jack began booking all the Rogers pics he could pick up for his Saturday mats. A sell out every time.

CAPITOL - LONDON

Bill was a little late in playing the safety short DEVIL TAKE US, but that didn't stop him from really going to town on it ... He borrowed a thoroughly wrecked car from a local dealer, placed a dummy 'Devil' at the wheel, placarded it with good 'safety' copy, and had it spotted at strategic down town locations.

Bill held an advance screening for city officials, local and Township police, and representatives of the Junior Chamber of Commerce and service clubs. The result was an excellent two col. story on the front page of the second section of the Free Press.

Labatts Breweries which are situated in London have for years been sponsoring Driving Tests in the interests of safer and saner driving, and have quite a bit of fancy equipment which they use. Bill arranged to have this set up in his lobby ... Labatt's staffed the equipment, and Bill reports that not only did it arouse considerable interest in his short subject, but hundreds of his patrons participated in the tests.

As fine a selling job as has come to our attention on a short subject. Can YOU top it?

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CAPITOL - ST. THOMAS

When Mrs. Zara Ellwood saw THE SWAN on her booking sheet, she immediately contacted the Dominion Credit Jewellers, who through their Montreal suppliers donated a beautiful and fairly costly necklace which was drawn for through lucky number coupons which had to be picked up at either the store or theatre, and deposited in the theatre lobby.

The jeweller put in a terrific window, with a full-sized papier mache swan and excellent display material crediting the theatre and pic. Jeweller paid for not only his display, but also the material used in the theatre lobby.

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CAPITOL - QUEBEC

When Paul Valliere played MAN IN THE GREY FLANNEL SUIT, he made contact with every important department and men's store in the city, which resulted in excellent displays in the entire downtown area.

The Paquet Company, largest of the department stores blew up a picture of Peck to life-size and used it as the centre of a really exceptional window display. The store also devoted a fair chunk of space in their newspaper ad to the picture.

In all, Paul succeeded in getting displays in the four large stores in Quebec, and five of the smaller ones. Keep it up Paul, and let's hear from you more often, eh?

CAPITOL - CALGARY

Ralph Mitcheltree reports that WEE GEORDIE did a lot of business in Calgary, and submits some of his reasons. First of all Ralph sneak-previewed this attraction a week before opening ... Then he held a private screening for members of the Press, Radio and the executive of the four Scottish societies in town. That got the show on the road.

Ralph arranged a dandy tie-up with MacLeod Brothers, the store with the biggest Scottish clientele in Calgary. The store sponsored a special 'Scottish Dress Contest' with the top ten winners receiving special gifts of merchandise and guest tickets to the Capitol. This deal was extensively advertised in daily newspaper ads, and on MacLeod's regular radio programs. MacLeod Freres also mailed special GEORDIE post cards to their mailing list, marking fifteen with a special Scotch Piper insignia, which entitled the recipient to a guest admission, and special discount privileges at the store.

MacLeod's also offered special merchandise prizes to the first ten male Scots 6'3" or over with the name GEORDIE, who entered their store during the engagement of WEE GEORDIE ... A large newspaper ad publicized this deal.

The merchant was very happy with this promotion, and as for Ralph ... well, "Just take a peek at my B.O. results" sez he.

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IMPERIAL - TORONTO

A few items of interest from Russ McKibbin in connection with his selling activities in support of D-DAY SIXTH OF JUNE. The first thing Russ did, naturally, was to arrange with Doubleday Books to banner all their trucks, provide all their dealers with plenty of good publicity material, and kick in 15 original editions of the book, which incidentally sell currently at \$4.75 per each.

Russ then arranged a contest with C K E Y on the subject "Why I Remember D-DAY" ... the contest to run for fifteen days with one book each day as the prize. Gerald Pratley made a tape of the entire feature, and devoted a full program to highlights from the pic, plus a personal interview with the author Lionel Shapiro. Shapiro also was interviewed over several other Toronto stations, also on the Tabloid program over C B L T - TV.

Playing up the author, Russ arranged for Shapiro to autograph his book at the T. Eaton Co. book department ... also arranged a press reception on the day before opening.

A week or so in advance Russ held a special screening for local officers who took part in the D-DAY invasion, and as a result the Queen's Own Rifles staged a special full-dress parade to the theatre. Also, and this is important, they provided Russ with a complete list of all Canadians who were in on the D-DAY deal ... Bud Barker has this list, and if you are interested, I imagine he can provide you with the names of the participants in your own location. A swell all round selling job Russ ... Nice going.

CAPITOL - FORT WILLIAM

Do they have troubles in the Lakehead ... just ask our James ... Will he ever tell you. The latest one is a new shopping center which has just opened for business in an outlying district, and which is playing the devil with the down town merchants. Among the attractions offered by the Center are car give-aways, and a fancy \$18,000.00 merry-go-round for the youngsters. How can you compete with that sort of a deal?

Jimmy was worried about losing all his kid trade ... so, he approached a local merchant ... a butcher, no less, who was also feeling pretty blue ... and sold him a deal. Jimmy suggested a Theatre Party promotion, with a child's ticket being handed out with every \$5.00 purchase, and the merchant grabbed it. He used good sales copy in his daily newspaper ads ... placed attractive displays around the store and wound up buying \$200.00 worth of books of kids theatre tickets from James.

You don't have to wait for a shopping center to open in your town to go after a promotion of this type. We keep hammering at the sale of our books of tickets, and here's a gimmick cut to your measure. Gonna try it? Remember ... this is strictly a two-way deal. The merchant definitely benefits, and you sell plenty of tickets. Jimmy suggests that the co-operating merchant hand out the tickets on a 1 per \$5.00 purchase, in units of five dollars. In other words, a purchase of \$15.00 would entitle the purchaser to three tickets. That's the way they worked it in Fort William ... to excellent results, and the merchant admitted that he could well afford to spend 13¢ per \$5.00 sale.

Remember fellows ... the merchants aren't gonna come to you. YOU'RE the one who's got to do the selling job.

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PARAMOUNT - HALIFAX

Freeman Skinner believes in giving his better shorts the same kind of a push as he does his features. The latest was LAND OF THE BIBLE, and Freeman arranged a special screening for Jewish leaders in the city, and they in turn did a tremendous job of publicizing this extremely timely subject. Freeman didn't play favourites, and contacted all the clergy, regardless of affiliation, in his city. Their enthusiastic endorsement resulted in many dollars of extra business.

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CAPITOL - BRANTFORD

Haven't heard from our friend Willie in some time ... and not too much right now. However, Bill does send along a snap of his front on FORBIDDEN PLANET, and it's slightly sensational. Total cost was the price of a 24-sheet, which was cut up and mounted on his stage, and put up by his staff. As professional looking a job of front dressing as I've seen. The central figure is of course Robbie the Robot, who dominates the entire front.

ORPHEUM - SOO

As her first step towards selling LEATHER SAINT, Olga contacted members of the clergy in the entire Sault area, and wound up with many pulpit announcements and notices in several church bulletins.

Naturally she went after the boxing angle, and wound up with excellent window and counter displays in the three sporting goods stores in town. In addition she succeeded in placing good displays in all the better ladies' and mens' shops in the city.

As a street bally, Olga had a young fellow in training togs and boxing gloves, well bannered of course, running up and down the main drag, paced by one of her ushers on a bicycle.

When she played OVEREXPOSED, Olga arranged good window displays in the three leading camera stores in the Soo.

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PARAMOUNT - CHILLIWACK

Claude Smith certainly did a whale of a selling job on his ELMER Safety parties. Claude delayed the start of his deal until June 23rd, so as to catch the small fry before the end of the school term, and ... naturally, in order to encourage their attendance during the summer months. Claude had a meeting with the school authorities and they endorsed the whole deal ... arranged for announcements to be made in all the classrooms, and even agreed to distribute special heralds to all the children, instructing them to take them home for their parents to study.

Additional sponsorship came from the local R.C.M.P. traffic department and the Chilliwack Progress, the daily coming through with considerable free lineage in advance of the first party. A local firm donated fifty prizes for the ten weeks, to which Claude adds smaller items to build up his prize list. The main prize of course will be a bicycle at the end of the series.

The Progress also printed all the necessary membership cards, at no cost, and has agreed to run cuts and stories each week for the duration. The parents, Claude informs us, are solidly behind him, and he has received many calls commending him for his public spiritedness in making available this type of 'Educational Entertainment.'

The first party was a complete sellout, and from the obvious enthusiasm of adults and children alike, Claude is sure he'll have no trouble packing his theatre every Saturday for the next ten weeks.

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Well, that looks like it for this issue, gang. I'm not going to launch into a lecture, BUT ... how about really giving out, in time for the next one ... two weeks from now, I hope. Take another look at our prize list, will you ... and just imagine how nice it would be to see YOUR name up there. In the meantime, keep right on Ballyhooin' ... huh?

Dan Krendel